2014 - 2015 Annual Report





IBRARY • E.C.E • RECREATION Connecting the Community



CITY OF COLTON

CITY COUNCIL

MAYOR Richard A. De La Rosa COUNCIL MEMBER, DISTRICT 1 David J. Toro **COUNCIL MEMBER, DISTRICT 2** Summer Zamora-Jorrin COUNCIL MEMBER, DISTRICT 3 Frank J. Navarro **COUNCIL MEMBER, DISTRICT 4** Dr. Luis S. Gonzalez COUNCIL MEMBER, DISTRICT 5 Deirdre H. Bennett COUNCIL MEMBER, DISTRICT 6 Isaac T. Suchil Aurelio De La Torre CITY TREASURER Carolina Padilla CITY CLERK

CITY MANAGER

CITY MANAGER William R. Smith

RECREATION & PARKS COMMISSION

DISTRICT 1	Estell Kunter, Vice-Cha
DISTRICT 2	Erika Hernandez
DISTRICT 3	Paul Rasso, Chair
DISTRICT 4	Larry Rivas
DISTRICT 5	Jimmy Ramirez
DISTRICT 6	Diane Valdez
AT-LARGE	Mark Garcia

COMMUNITY SERVICES	- FULL TIME STAFF
ACTING DIRECTOR SENIOR OFFICE ASSISTANT	_Deb Farrar Dedie Lopez
E.C.E. MANAGER	_Chris Rymer
ADMINISTRATIVE ASSISTANT	Mary Alice Romo
SITE SUPERVISOR	Jovita Calderilla, Sierra Vista
SITE SUPERVISOR	Aurelia Gonzalez
LIBRARY SUPERVISOR	_Edward Pedroza
ACTING RECREATION MANAG	ER Heidi Strutz
RECREATION COORDINATOR	Vacant
RECREATION COORDINATOR	Kelly Phelps, Luque Center
RECREATION COORDINATOR	Brandon Parra, Gonzales Center

RECREATION COORDINATOR Felipe Vega, Reservations

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A Message from the Director

Thank you for taking the time and interest in reviewing this Annual Report for the Colton Community Services Department. As staff, we strive for integrity and responsiveness in connecting our community to the finest facilities, programs, and events possible. Our well-trained, positive and caring staff members view "Community Services" as more than a name, it is our mission.

As you review this report, please do not hesitate to contact us with questions regarding the information or share direct feedback about your interaction with the department. Our success is measured by the response of our community and we want to hear how we are doing.

In the meantime, enjoy this brief glimpse into our impact within Colton in 2014-2015 and thank you for the continuing responsibility and honor of serving the Colton Community.

RECREATION COORDINATOR Anthony Fernandez, Thompson Teen Center



GUIDING PRINCIPLES

OUR BRAND



Our Vision

The Colton Community Services Department CONNECTS our community through people, facilities & programs.

OUR MISSION

- We are driven by the desire to CONNECT our community, by respecting its diversity, and understanding the social, cultural, educational and recreational needs of our residents.
- We strive to improve the quality of life for Colton's residents by CONNECTING them with programs, services, and information for individual & family health and enrichment.
- Our staff is CONNECTED to the community through personal excellence, professionalism, and public service.
- The success of our Mission is CONNECTED to the response of the community to our programs, events, staff and facilities.

OUR VALUES

Our core values are:

Integrity • Initiative • Responsiveness • Positivity • Caring • Humor

EARLY CHILDHOOD EDUCATION

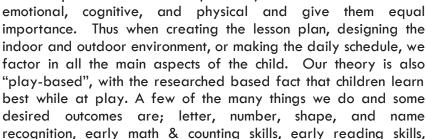
PRESCHOOL PROGRAMS

Early Childhood Education provides free and affordable, part-day, early care and educational services to preschool-aged children (3 to 5 years old), at three locations throughout the City of Colton; Sierra Vista, Paul J. Rogers, and the Gonzales Community Center. The main goal for all our sites/classrooms is to allow the children to develop naturally, learn, play, and grow so they have the necessary skill set to



succeed in Kindergarten. This allows the parents to have peace of mind knowing their children will be given the tools to succeed in school.

Our curriculum is considered Whole Child Development. We take the four main aspects of the child; social,



writing practices, physical movement and development, healthy habits, preventative screening in vision and dental, building empathy, and social skills.





DAYS OF ATTENDANCE 19,625

EARLY CHILDHOOD EDUCATION

SCHOOL AGE PROGRAM

Early Childhood Education provides care and services for school-aged children (K-6th grade), before and after school, plus during summer/winter/spring breaks at three local elementary schools: Cooley Ranch, Reche Canyon, and Paul J. Rogers.

We have a contract with the California Department of Education (CDE) to help make the program affordable for low income families, and possibly free depending on income level. We also have Private Pay rates for parents who are over income which are the lowest in the community.

This allows our parents to pursue occupational careers and/or educational goals, or to just "get a break" while knowing their children are safe and constructively occupied.

We include a wide range of creative, physical, and educational activities for the children. These include, but not limited to; art activities, board/table top games, take home crafts, homework help, free play & outdoor games. During this year, we were also able to partner with CSUSB and offer tutors free of charge to the parents to do beyond just helping a child with their homework. We also partnered with the Recreation Division and were included in their Food Program at our Reche Canyon and Cooley Ranch sites.

SCHOOL AGE PROGRAM served 112 children and families with 16,218 days of attendance.

FREE EMERGENCY FOOD DISTRIBUTION (COMMODITIES)

In cooperation with the Community Action Partnership of San Bernardino Food Bank, the Colton Community Services Department hosts food giveaways once a month to low-income families in the cities of Colton and Grand Terrace. The food is provided through the United States Department of Agriculture (USDA) food commodities. Additionally, we have a food pantry at the Luque Center sponsored by local businesses, schools, groups and clubs who have held food drives for Colton residents.

We provide resources and referrals to needed social services and programs for Colton families and residents. Examples of current programs and services include, Discount Prescription Cards for Colton residents, a free Thanksgiving Day Dinner, Family Christmas Baskets, free food/

commodity distribution, and two "clothes closets" for those in need. Offering these programs to local residents allows them to be more self-sufficient by giving them free/discounted services that they would otherwise have to pay for and/or be without.

COMMODITIES

2,511 Families Served 95,600 pounds of food

FOOD PANTRY

Provided for 38 families 1,900 pounds of food

COLTON PUBLIC LIBRARY

LIBRARY BOARD OF TRUSTEES

Pete Carrasco—President

Pauline Lopez

Reverend Robert Johnson

Donald Hines

Patricia Chavez

Meets 4th Tuesday of every month, at Noon, at the Main Branch Library, Community Room.



The Colton Public Library is a vital community asset with a threefold purpose:

- To lead men, women, and children to a knowledge and appreciation of the great ideas that are essential to liberty and justice in a democratic society.
- To improve the quality of community life by assessing and providing the finest popular materials and informational services to meet the educational, recreational, and cultural pursuits of library users.
- To strive for excellence in library service with professionalism, courtesy, and personal honesty.

LIBRARY STATISTICS & FIGURES

	<u> </u>
Cataloged Records	84,845
Library Visitors	65,836
Total Borrowers	50,553
New Cardholders	2,296
Items Borrowed	42,176
Reference Questions Answered	2,101
Main Library Weekly Service Hours	32
Luque Branch Weekly Service Hours	16
Public Computer Access Usage	16,212
Wireless Computer Access Usage	3,229
Homework Assistance Center	
Weekly Service Hours	30
Total Student Visits	380
Total Hours of Instruction	2,553
Advance to Literacy	
Registered Adult Participants	159



FRIENDS OF THE LIBRARY

Total Hours of instruction

The Friends of the Colton Public Library is a non-profit organization formed to support the library and assist with the delivery of cultural programs, informational programs, and community events to library visitors. The Friends support various projects which benefit the library. They meet the fourth Monday of each month, at noon, at the Main Library.

921



COLTON PUBLIC LIBRARY

ABOUT THE LIBRARY

The Colton Public Library (CPL) is a vital community asset that has a rich history and long standing tradition. We pride ourselves in providing the community with informational resources, recreational and educational enrichment, and courteous professionalism. The City of Colton has been providing its residents with free access to library resources and services for well over a century. The Colton Public Library first opened its doors in 1908 and it continues to provide the community with quality service today.

The Colton Public Library offers a wide array of services and programs. One of the library's flagship programs is its Advance to Literacy Program. The Advance to Literacy Program offers assistance for adults who seek help with basic reading, math, and computer literacy skills. Since 1988, the Advance to Literacy Program has assisted adults meet their individual needs and promote lifelong learning.



2014-2015 HIGHLIGHTS

The 2014-2015 year began with our annual Summer Reading Program and activities. This year's program was titled "Paws to Read." All registered participants were awarded with library giveaways, special programing and incentives for checking out and reading library books. This reading game continues to be a huge success. We had nearly 300 young readers participate in the program.

The library continues to expand its resources and increase activities for children, teens and adults by providing a variety of programs. CPL continued to offer culinary themed workshops designed to teach readers of various levels the importance of understanding nutrition labels and planning healthy meals on a budget. Library staff continued to deliver a weekly preschool storytime and craft program on Wednesdays that is well attended. Special monthly programs, such as the Mystery Book Club were sponsored and hosted by the Friends of the Library. For our teen patrons, the CPL hosted special evening programming in the form of Book 2 Movie nights and community support events.

New to the 2014-2015 year, the Colton Public Library partnered with the Colton Joint Unified School District and hosted it's "Rockin' and Readin" Literacy Festival in September 2014. The special event in recognition of The California State Library's 30th year of funding library literacy programs and the launch of the CJUSD's Literacy Campaign, consisted of a live concert, over twenty booths providing literacy enriched activities and a drive in style movie screening.

During April 2015, the Colton Public Library celebrated National Library Week with several free, fun-filled activities and events. Library staff delivered special programming and craft events focusing on the joy of reading. Also during the festivities library staff handed out incentives and giveaways to all who visited the library during National Library Week. The week's celebration was capped off with our Spring Book-to-Movie Night and the Friends of the Colton Public Library's Annual Book Sale.

In the early spring, the Colton Public Library continued on its mission to better serve the community. In a joint project with the Recreation Division, the Colton Public Library began hosting mobile Wi-Fi access and workstations at various locations throughout the City of Colton provided free computer literacy trainings and workshops at local senior serving facilities and public parks. As with all library services, this program is free of charge and is available to all valid registered Colton Public Library cardholders.



The Recreation Division of the City of Colton, Community Services Department is committed to providing quality year-round programs for all ages, as well as a variety of community special events. Our staff consists of six full time staff members and 60-90 part time seasonal staff. We are committed to personal excellence, professionalism, and public service.



We strive to improve the quality of life for Colton's residents by providing leisure time programming for individual & family health and enrichment.











FACILITIES

The Community Services Department has four facilities which are available for rental by the community. We also have a community pool and mobile recreation vehicle that can be reserved for private parties. These facilities provide multiple programs and activities for the community along with the opportunity for private reservations. In the past, our facilities have been rented for multiple events, such as Church Services, Birthday Parties, Graduations, Athletic Events, Anniversaries, and many more family and community milestones.

155,008 VISITORS

298 RESERVATION PERMITS FACILITATED

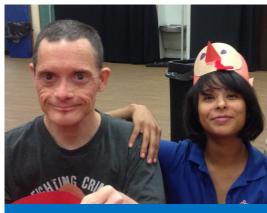
1,750 INDIVIDUAL RESERVED DATES

R.A.D.D. CLUB

(RECREATIONAL ACTIVITIES FOR THE DEVELOPMENTALLY DISABLED)

R.A.D.D. Club promotes respect, self-expression and independence through a variety of carefully selected leisure activities in a comfortable atmosphere. Currently R.A.D.D. Club has 10 faithful members, age 18 and above with developmental or cognitive

disabilities, who enjoy meeting their friends and fellow club members monthly. Additionally, the program allows parents, care givers, and



91 PARTICIPANT VISITS

guardians the opportunity to enjoy a respite knowing they have dropped off their individuals in a safe, fun environment. While the club is building a following slower than expected, word is getting out about this valuable service in a safe, fun environment and expectations continue to be high for future growth. There is a small fee for all

programs, and participants must have completed an intake interview and registration form to participate.

AQUATICS

The Gonzales Center Pool measures over 5,400 square feet in size, and is open annually during the months of May through September. This facility hosts a variety of Aquatics based programs such as: Adult Lap Swim, Open Recreation Swim, Swim Lessons, and Adult Aqua Fitness classes. In addition to Aquatics programming, a variety of swim events are also hosted at the Gonzales Center Pool, such as: Family Swim Nights, Dive-In Swim, and our popular and growing, Doggie Day at the Pool event, which is hosted on the last day of each Aquatic season.



15,118 TOTAL POOL VISITORS
547 SWIM CLASS REGISTRANTS
770 LAP SWIMMERS

50+ CLUB ACTIVE SENIOR & ADULT PROGRAMMING

To reach a wider audience and better describe the wide range of services offered at the Hutton and Luque Centers, the Active Senior & Adult Programming adopted a new name early in 2014. "The 50+ Club" offers adults, ages 50 and above, the opportunity to participate in recreation, socialization, educational and fitness activities, as well as valuable resources and assistance in finding a variety of helpful and relevant services.

AFTERNOON NUTRITION

The Family Services Association offers a limited amount of healthy, delicious meals for a suggested donation of \$3.00 for

CENTER VISITORS
HUTTON: 31,521
LUQUE: 12,462

all seniors 60 years of age and older. However, anyone age of 59 and under, are welcome to purchase a meal for \$6.00. Lunch is served Monday - Friday, from 11:15 a.m. to 12:15 p.m., while supplies last, at the Hutton Center and Luque Center.



DAILY ACTIVITIES

The 50+ Club offers formal scheduled activities and plenty of informal activities which encourage socialization. Both centers are open until 1:00 pm

daily. Additionally, many mini-seminars and presentations are held covering the topics of senior safety, health, gardening, nutrition, fraud, and other timely topics.





MONTHLY DANCES

Themed dances are held regularly on Saturday afternoons at the Hutton Community Center.

For a nominal fee, participants are able to enjoy light refreshments, live music, and a great time. Many participants are committed monthly members who attend every dance to reconnect with others.

FITNESS & SPORTS

The City of Colton provides healthy activities for the entire family. Our goal is to help residents achieve a healthier lifestyle and improved quality of life through fun and affordable programs.

FITNESS PASS VISITS 7,561 MONTHLY VISITS 5,774 DAILY VISITS

The Adult fitness membership program is available to all participants, Resident & Non-Resident, 18 years of age and older. With a variety of membership packages available for all types of budgets, all packages include: unlimited access to the fitness/weight room, racquetball court (one hour per day), access to the basketball gym during open adult gym time, and access to seasonal aquatics programming, such as Adult Lap Swim and Aqua Fitness.

TOT SPORTS
4 SPORTS
125 PARTICIPANTS
685 SPECTATORS

The Tot Sports program is for children, ages 3-5 years. This program is designed to be a non-competitive, introductory activity for participants to learn about sports. We offer four different sports activities throughout the year, Basketball, Soccer, Flag Football, and T-Ball. Each activity is six weeks long, and focuses on having fun and learning the fundamentals of the sport.

YOUTH BASKETBALL
324 PARTICIPANTS
8,731 GAME DAY SPECTATORS

The Youth Basketball League is a non-competitive league for youth participants, ages 6-15 years old, divided into five age divisions. The League is eleven weeks long, with a total of eight scheduled games throughout the season. All games and practices for the league are held at the Gonzales Community Center. League fees for this program include a jersey, team & individual pictures, and participation award at the end of the season.

TEEN BASKETBALL
64 PARTICIPANTS
2,190 Spectators

Teens 13-17 years can participate in this semi-competitive co-ed league, which teaches players about good sportsmanship and team work. The Teens get to practice their basketball skills before taking their skills to the court. The basketball league is an eight week season played on Saturday mornings. The season ends with a champion game on the ninth week.

ADULT BASKETBALL
2 LEAGUES
1,793 SPECTATORS

Adults, 18 years and older can gather up their fellow basketball teammates and friends, and register their team in a competitive 10 week long league, which is held at the Gonzales Community Center Gymnasium. Currently, we offer two Adult Basketball Leagues per year.





CLOTHES CLOSET

Colton Community Services offers lightly used clothing to individuals in our community free of charge. The Clothes Closets are located at Hutton and Luque Centers. Clothing is donated by members of the community and local churches. Many families utilize the closet for back-to-school clothing, for interviews, and for every day needs. The closet is maintained by recreation staff and volunteers.

OVER 200 VISITORS

CONTRACT CLASSES



Community Services offers a wide variety of classes for the community to choose from. There is something for any participant to enjoy. Classes include Guitar, Drumming, Mexican Folklorico, Ballet, Tap, Gymnastics, Karate, Tennis, Drivers Education, Basic CPR & First Aid, Sign Language and more.

OVER 572 CLASS SESSIONS OFFERED 2,634 REGISTERED PARTICIPANTS





DROP IN RECREATION

The Drop-In Recreation program is a free drop-in program for all children, ages 6-12 years old. All participants can "drop-in", meaning, they can join and leave the program whenever they like. All participants are supervised and enjoy a variety of games, crafts, and activities while in Drop-In Recreation. All participants that join Drop-In Recreation are required to have a registration form on file in order to participate.

6,923
TOTAL AFTER SCHOOL VISITS AT THE
GONZALES AND LUQUE CENTERS



433 REGISTERED PARTICIPANTS

CAMPS AND ENRICHMENT CLASSES

In addition to the many free opportunities for youth in Colton, we also offer fee based classes and programs which are designed to provide experiences and involvement on a greater scale.



SUMMER CAMPS

The Day Camp program is packed with good times and an excellent opportunity to make

plenty of new friends. Youth between the ages 6-14, have a spot in one of our camps with activities and social experiences. Day Camp programs are offered 15 weeks of the year, during school breaks.



REC ON THE ROAD

This free program offers fun activities to youth in their own neighborhood while being supervised by trained recreation leaders. In February of 2015, we opened a new

location on Mondays at Rich Dauer Park, along with visits to Davis Park and Rancho Mediterrania. Rec On the Road program is also available for rental.

SNACK PROGRAM (SFSP)

The Snack Program is provided by a partnership with the California Department of Education and USDA. The Snack Program offers FREE SNACK to all children 2-18 years of age at eight sites.



33,675 SERVED
FREE AFTERSCHOOL SNACKS

1027 PARTICIPANTS



THE THOMPSON TEEN CENTER

This facility is full of fun and entertaining activites for ages 13-17 years. The Teens get to socialize with their peers and get to enjoy some of the latest games on X-box and Wii. The computer lab is the place to get some homework done or just surf the web. Teens also enjoy special events and outdoor activities. Teens can even get homework assistance and use our homework room that is fully stocked with school supplies. The Teen Center operates Monday-Thursday 3-8pm and Friday 3-9pm.

244 PARTICIPANTS ON FILE 5,862 DAILY VISITS

COMMUNITY EVENTS

The Community Services Department works to create fun family events that encourage outdoor recreation and promote community spirit. These events provide safe, low to no-cost activities that enable families to share experiences and celebrate as a community.



Easter Egg Hunt/Earth Day

This free event features games, crafts, photo opportunities with the Easter Bunny, and an exciting egg hunt. The egg hunt is for children ages 3-14 years old but the event is for the whole family. The egg hunt features over 5,000 eggs and candy for the little ones to enjoy harvesting. Like last year the Community Services Department partnered with the Electric Department to expand the event to include Earth Day activities, information, and free hot dogs donated by Republic Services. We also joined forces

with Healthy Colton for their Family Fitness Party where they had a booth providing health living tips and a chance

to try out some fun exercises. This year we made another change and moved the Egg Hunt to a new location at Rich Dauer Park.



City of Colton, Birthday Celebration

This annual event is held each July, as a celebration of Colton's rich history. It has become a tradition for families to make memories and enjoy a fantastic fireworks display. Typically, it is enjoyed by over 5000 spectators onsite and even more in the surrounding area.



Summer Concert Series

Our extremely popular Concerts in the Park series runs four consecutive Sundays from mid-July through mid-August. The series features a variety of SoCal musicians with the intermission time dedicated to show off the talents learned by students in our contract classes. This annual series is free to the public and held each year at Fleming Park. Many attendees come from nearby cities and use the series to catch up with friends and family.



Residents are encouraged to join their neighbors for free, family-oriented movies under the stars at parks throughout Colton on our 20 foot inflatable screen. This year, we had P&G Burgers participate and they attended each movie and provided free fries and a mini



hamburger to the community. Seven Movies are held at different parks throughout the city.



Senior Health Fair

Our Annual FREE 50+ Club Health & Safety Fair featured over 30 exhibitors offering information about services for seniors; including health, transportation, housing, recreation, and more.

Halloween Festival

For those looking for a FUN & SAFE place to take the little ones Trick or treating, our Halloween Festival was the place to be! There were free crafts, games, activities, entertainment, and of course, CANDY! This year, a Movie in the Park was added, and the event moved to Fleming Park.



Thanksgiving Day Dinner

This event has become a Colton tradition that is highly-anticipated by the community. This is an authentic family-style, sit-down dinner with all the fixings. It's open to any and all who come and many of those who do join us would not otherwise have a Thanksgiving Dinner. Plus we have added a "to-go" option for those unable to enjoy a sit-down dinner.



Holiday Tree Lighting

The merriment begins with the traditional lighting of the Christmas Tree on the front lawn of City Hall. Then, residents bundle up and join us for carols as we walk down La Cadena Drive to Fleming Park. Kids and Adults alike visit with Santa, enjoy some refreshments, and watch a movie on the big screen at Fleming Park.

Christmas in the Park

Following the annual City of Colton parade is Christmas in the Park. The community gets to enjoy some live entertainment and get to see the participants from our classes put on an amazing Class showcase that the whole family enjoys. The community could stop by the food

vendors for some great choices to enjoy, take a look at some classic cars, rat rods, mini trucks, low riders, and more at the car show.



PARTICIPANTS PER EVENT
EGG HUNT/EARTH DAY - 750
BIRTHDAY CELEBRATION - 5000 +
CONCERTS SERIES - 3543
MOVIES IN THE PARK - 4600
SENIOR HEALTH FAIR - 125
HALLOWEEN FESTIVAL - 1754
THANKSGIVING - 540
TREE LIGHTING - 425

CHRISTMAS BASKETS - 250

Christmas Baskets

Each year, through an application process, Colton Residents can receive bags/baskets which are filled with different items including: small gifts, toys, food, personal hygiene products, and other desired items.





COLTON PARKS & RECREATION FOUNDATION

MISSION STATEMENT

The purpose of the Foundation is to aid, sponsor, promote, advance, and develop park and recreation opportunities for all citizens of Colton.

Funds raised in 2014 = \$72,077.55 All Funding collected by the Foundation directly benefits the Colton community.

RECREATION SCHOLARSHIP PROGRAM

This is the original Parks & Recreation Foundation program. The Program funds scholarships to income-eligible Colton families for children to attend City-sponsored programs that they otherwise might not be able to afford. The Recreation Scholarship Program has awarded over \$54,000 in scholarships to hundreds of children since 2003.

GOLDEN YEARS PROGRAM

The Golden Years Program utilizes funding to promote programs, facilities, and services for Colton's senior citizen population. Health services, nutrition programs, group classes, and special events are examples of programs geared toward our "more experienced" residents.

HISTORIC COLTON PROGRAM

The Historic Colton Program makes funds available to support City programs which celebrate Colton's rich history, dating to 1887. Current programs include the annual City Birthday Celebration and the Colton Sports Hall of Fame.

PARK ENRICHMENT PROGRAM

The Park Enrichment Program enhances park opportunities for the residents of Colton. Colton continues to strive toward the goal of making park land available within $\frac{1}{2}$ -mile of every city resident. This program helps to make funding available for this purpose.

YOUTH EMPOWERMENT PROGRAM

The Youth Empowerment Program supports collaborative efforts to encourage youth to take on leadership roles in the community.

FRIENDS-IN-NEED PROGRAM

The Friends-in-Need Program makes funds available to residents who need assistance, through a City-sponsored food bank and clothes closet. The Program also helps fund holiday events to assist in bringing the community together.



2015 Inductees

- Roy W. Cook Jr.
- Colton Centrals / Cubs Baseball Team



